(a) whether Government is going to examine the Television Rating Points (TRP) system to rate the system of popularity of channels;

(b) if so, the details thereof;

(c) what is the reliability of the present system;

(d) whether Government have asked the TRAI to give its suggestions;

(e) whether Government will call the meeting of different stakeholders on the issue before finalizing new TRP system; and

(0 if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (d) In order to examine the issue, the Government has solicited recommendations of TRAI for formulation of policy guidelines for Television Audience Measurement (TAM)/Television Rating Points (TRP) so as to bring greater transparency into it.

(e) and (0 At present, there is no such proposal.

Code of conduct for print and electronic media

2582. SHRI PENUMALLI MADHU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government intends to bring a code of conduct for print and electronic media and if not, the reasons therefor;

(b) whether media is resorting to unethical practices in the name of freedom of media; and

(c) the present position with regard to bringing out such a policy in the name of streamlining media in the country?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (c) As far as print media is concerned, the Press Council of India (PCI), a statutory autonomous body has laid down Norms for Journalistic Conduct under Article 13(2)(b) of the Press Council Act 1987. The cases of violations of these norms are looked into by the Press Council and action is taken against the publication/journalist by the Council in terms of provisions of the PCI Act. 1978.

For electronic media, the Code of Conduct for Electronic media already exists in the form of Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Further, with a view to provide greater specificity to the existing provisions, a Committee was constituted by the Government for reviewing the above codes. The Committee has submitted its report (Self Regulation Guidelines for Boadcasting Sector) to the Government on 05.03.2008.

Documentary on Ramsetu

†2583. SHRI SHREEGOPAL VYAS: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

t Original notice of the question was received in Hindi .

(a) whether it is a fact that film producers of Chandigarh have made a documentary on **Ramsetu** pending for clearance in Censor Board;

(b) whether it is also a fact that film producers have written to the Ministry for its clearance;

(c) if so, reasons for it being withheld; and

.(d) whether it is also a fact that due to the above, the producers could not participate in the film festival?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No, Sir. A documentary titled 'Ramayan aur Ramsetu' has been refused certification as the film producer declined to carry out the modifications and corrections suggested by the Revising Committee of the Central Board of Film Certification.

(b) No, Sir.

(c) and (d) Do not arise.

Expenditure incurred by Government through DAVP

2584. SHRI MAHENDRA MOHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) how much money has been spent by Government through DAVP in the year 2007-08 and 2008-09;

(b) what has been the allocation of money amongst the newspapers of different languages out of the total money spent on advertisements; and

(c) how much money has been spent on advertisements and out of this money how much money was given to big, medium and small newspapers, the details separately?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Government has spent Rs. 327.19 crore in the year 2007-08 and committed an amount of Rs. 4.55 crore during 2008-09 (upto 07.04.2008) through Directorate of Advertising and Visual Publicity (DAVP). This includes expenditure on audio-visual advertisements also.

(b) Details are given in Statement-I *(See* below)

(c) Details are given in Statement-II.

Statement-I

Details of amount spent in press advertisements-Language-wise break-up

(in Rs.)

S. No.	Name of the language	Amount spent 2007-08	Amount committed 2008-09
1	2	3	4
1.	English	781619058	14688841
2.	Hindi	516919224	16092127
3.	Urdu	65111527	2002924
4.	Punjabi	30451172	940178